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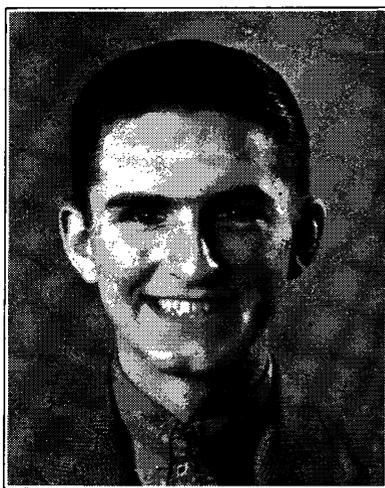
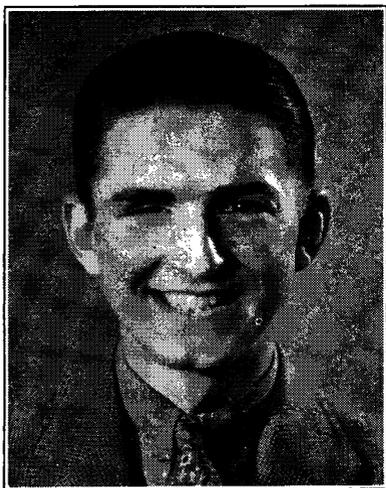
WYETH Incorporated, Philadelphia.

\*WOLDMAN, E. E., and POLAN, C. G.: The Value of Colloidal Aluminum Hydroxide in the Treatment of Peptic Ulcer; A Review of 407 Consecutive Cases, *Am. J. M. Sc.* 198: 155-164 (Aug.) 1939.



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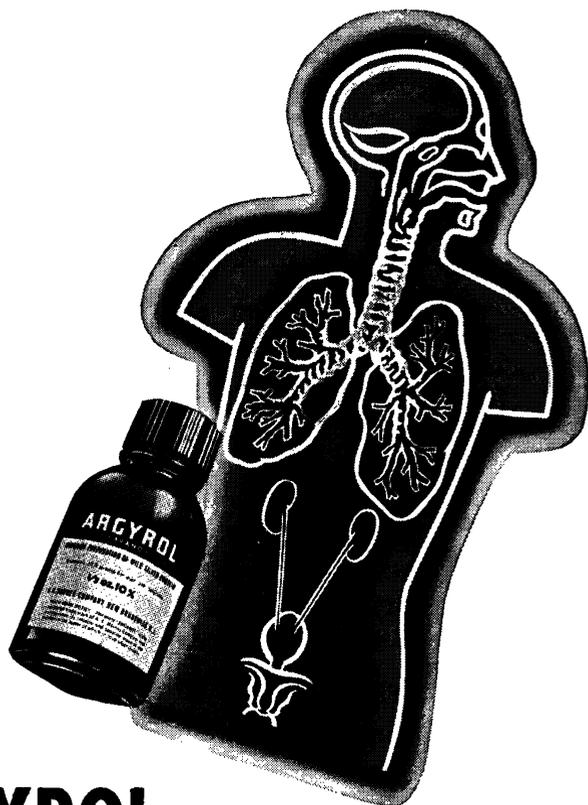
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1. Permission of J. B. Lippincott Co., Philadelphia and London; publishers of "The Management of Coconut Grove Burns at Massachusetts General Hospital." 2. Brit. Med. Jr. 2:251 (Aug. 24) 1940. 3. Brit. Med. Jr. 2:223 (Aug. 21) 1943. 4. Ann. of Surg. 117:885 (June) 1943.

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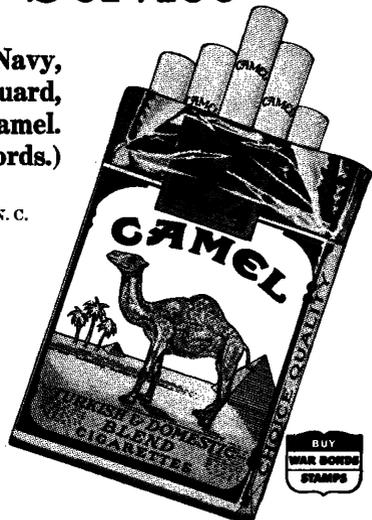
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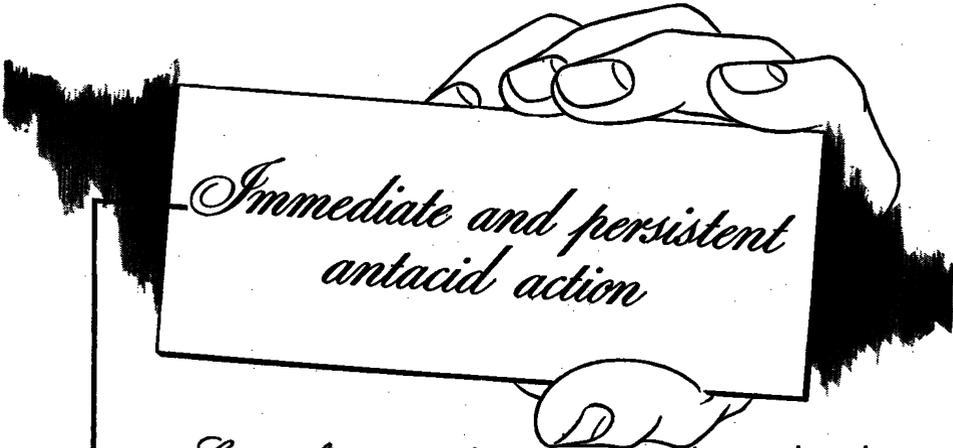
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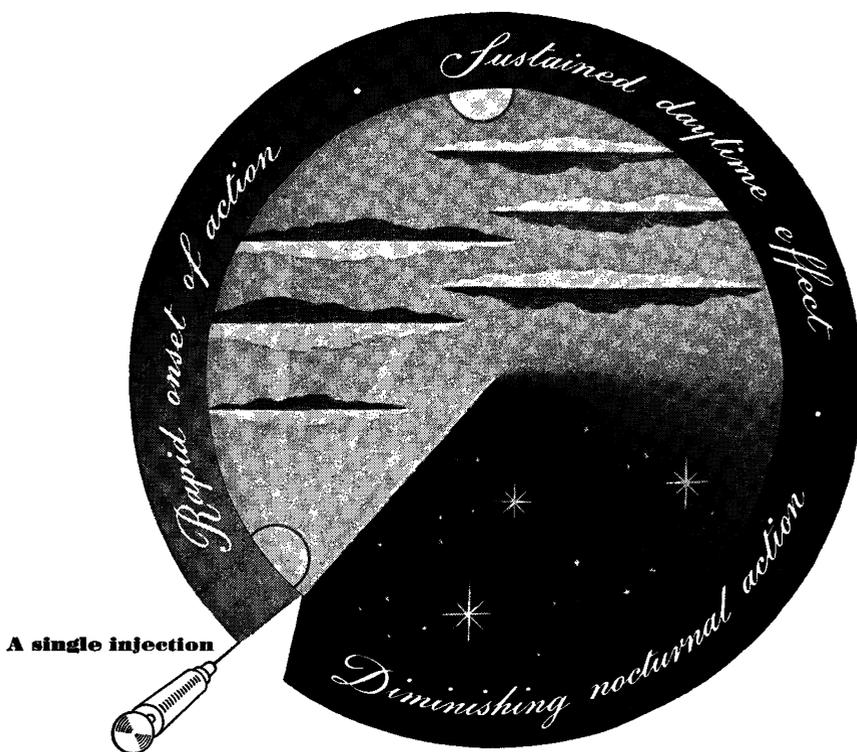
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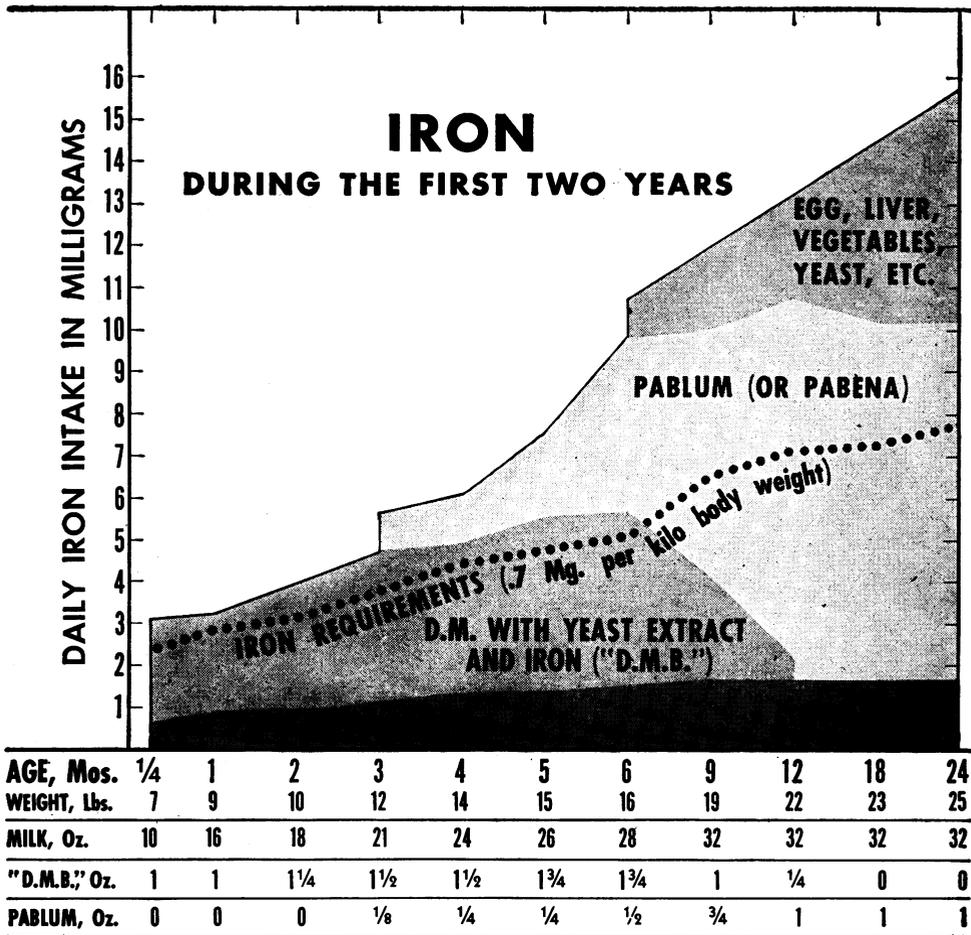
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<sup>1</sup>Blakind, G. R.: Proc. Soc. Exper. Biol. & Med. 43:259, 1940. Burrill, M. W. and Greene, R. R.: Endo. 31:73, 1942.  
<sup>2</sup>Lisser, H. and Curtis, L. E.: J. Clin. Endo. 3:389, 1943.  
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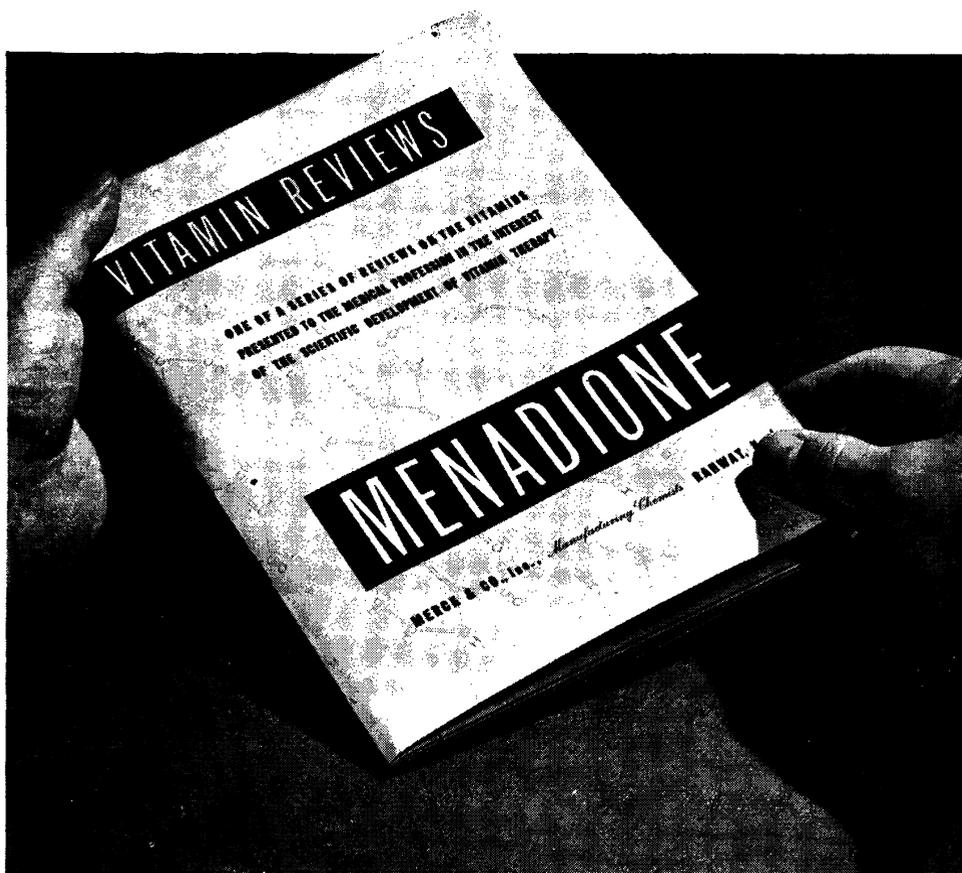
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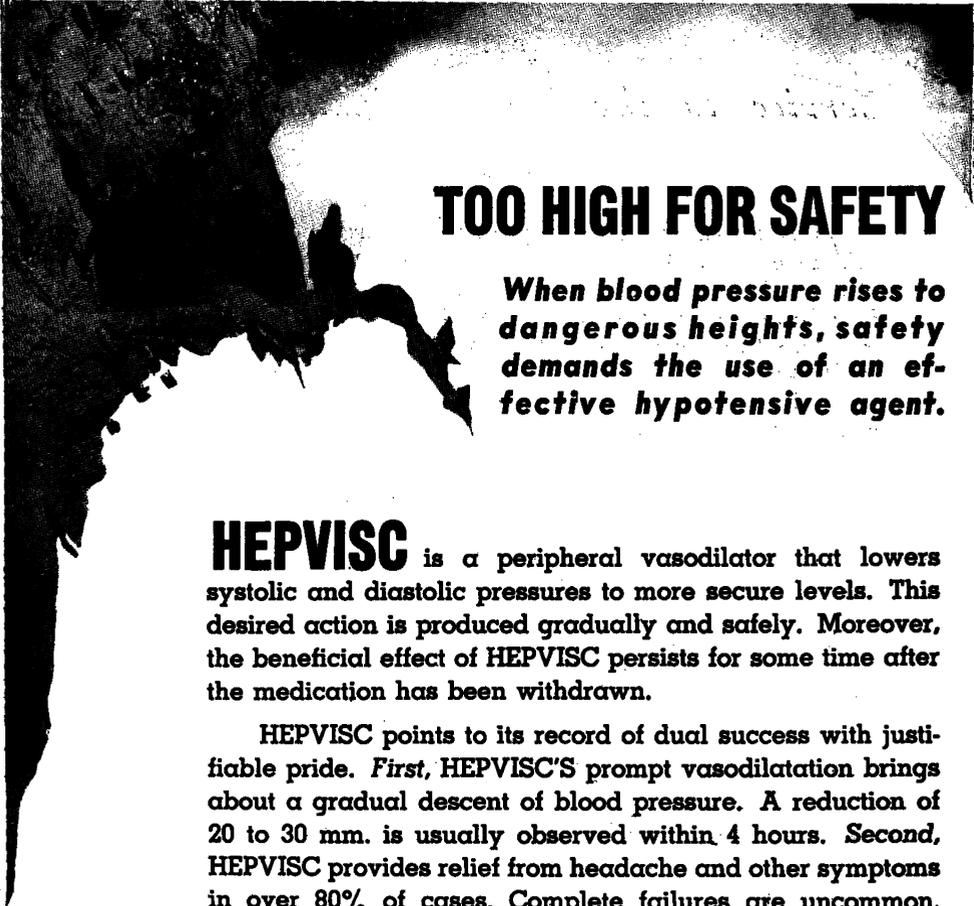
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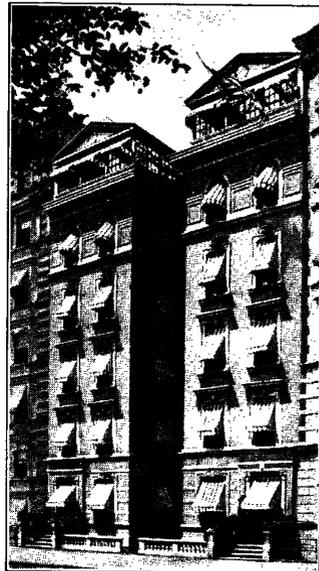
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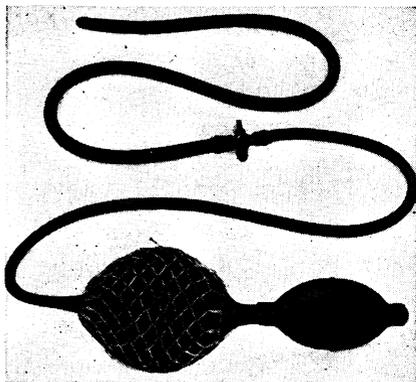
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Ref: Jacob Buckstein, M.D., *Clinical Roentgenology of the Alimentary Tract*, W. B. Saunders Co., 1940.

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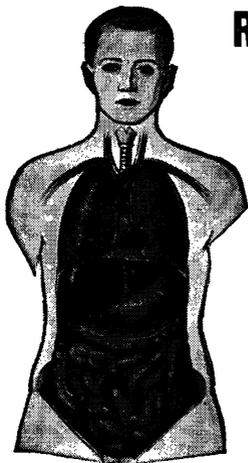
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Fig. 2. Colon filled with barium—papilloma not visualized.



Fig. 3. After partial evacuation of barium and injection of air (aerogram)—papilloma visualized.



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In addition to glass eyes we now can supply the unbreakable plastic eye. Oculists are cordially invited to watch us at work in our laboratories.

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## *A Well Tolerated Synthetic Estrogen*

OCTOFOLLIN is entirely unrelated to the stilbene derivatives. It combines excellent tolerability, high effectiveness in oral use at a relatively low dosage level, and consequent economy.

Laboratory and clinical tests have demonstrated its value in menopause disorders, senile vaginitis and in suppressing lactation postpartum. For relief of menopause symptoms the doses recommended are 2 to 3 mg. orally per day or 2 to 5 mg. (.4 cc. to 1 cc.) intramuscularly at intervals of 5 to 10 days.

TABLETS: .5, 1, 2, 5 mg. 50's, 100's, 1000's.

SOLUTION: 5 mg. per cc. Vials of 10 cc.

*Sample and Literature on Request*

\* Reg. U. S. Pat. Off. OCTOFOLLIN trademark identifies Schieffelin Benzestrol.



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has available for a therapeutic program in rheumatic disorders (1) carbonated mineral water baths, (2) electric cabinet treatment, (3) diathermy, (4) infra-ray treatments, (5) mineral water packs and fomentations, (6) massage and salt rub and (7) passive and active exercise.

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It is still unique among alkaline, saline solutions, because of its happy balance of valuable ingredients; its blandness; and withal its effectiveness.

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# JOHNNIE WALKER

**BLENDED SCOTCH WHISKY**

Its unrivaled smoothness and distinctive flavour makes Johnnie Walker a leader among scotches.

*Popular Johnnie Walker can't be everywhere all the time these days. If occasionally he is "out" when you call... call again.*

CANADA DRY GINGER ALE, INC.  
New York, N. Y.

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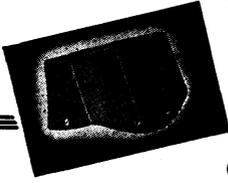
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*Both 86.8 proof*

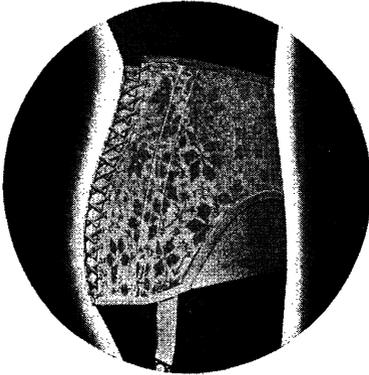
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*In the surgical appliance field  
the name POMEROY has  
meant quality and dependability  
for more than seventy-five years.*



## SUPPORTING BELTS and CORSETS



The physician appreciates the fact that POMEROY belts, girdles and corsets are supplied on his prescription, conform to his specifications and are anatomically correct. The patient appreciates the fact that POMEROY supports are made with a minimum of straps and laces, are moderately priced and correctly styled.

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## SEVENTEENTH GRADUATE FORTNIGHT

of

THE NEW YORK ACADEMY OF MEDICINE

OCTOBER 9 to 20, 1944

Subject: "INFECTIONS AND THEIR TREATMENT"



Program arranged by Committee on Medical Education

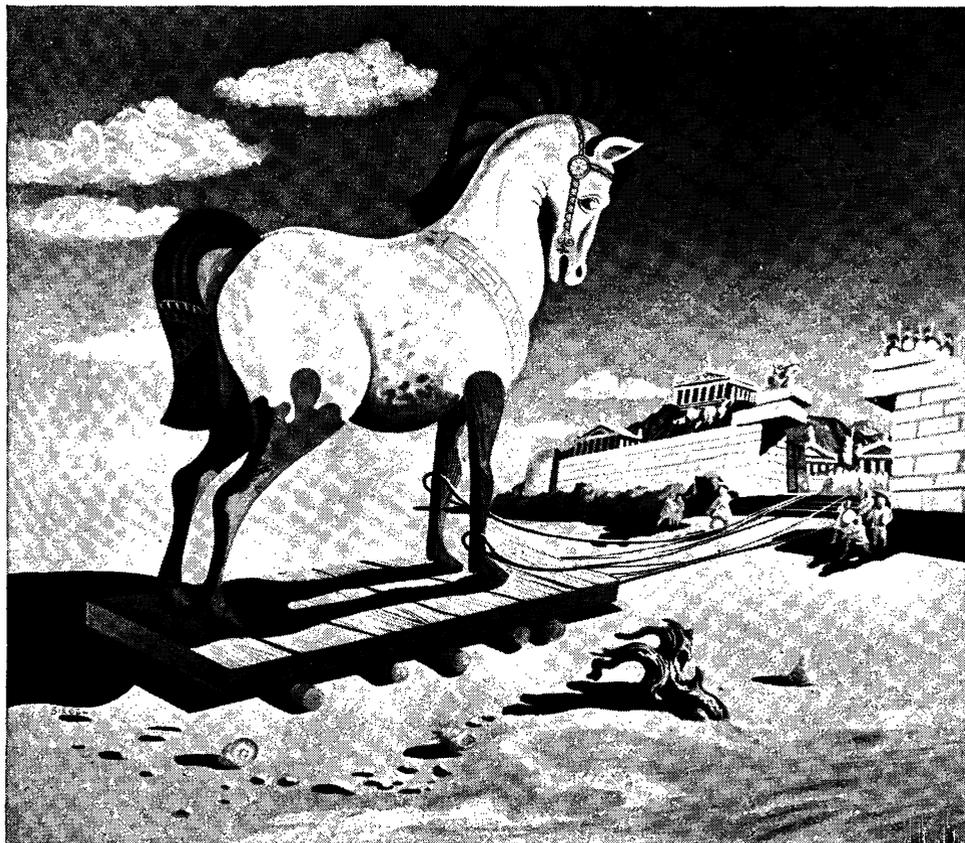
## EFFECTIVE THERAPY IN *Otitis Media*

REQUIRES ANALGESIA - BACTERIOSTASIS, AND DEHYDRATION OF THE TISSUES.

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THE DOHO CHEMICAL CORPORATION

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**Therapeutic Trojan Horse...** Sulfonamides are bacteriostatic; not bactericidal; not self-sterilizing. Thus a contaminated sulfonamide preparation, applied locally, may act as a therapeutic Trojan horse, releasing pathogenic bacteria inside the body's primary defenses.

'Sulfathiadox'\* Ointment, however, is *self-sterilizing*. This unique preparation contains microcrystalline sulfathiazole, 5%, with oxygen-liberating urea peroxide, 1%, and chlorobutanol, an antifungal preservative, 0.5%.

'Sulfathiadox' Ointment, recently developed by the Warner Institute for Therapeutic Research, is not only self-sterilizing with respect to *Streptococcus hemolyticus*, *Staphylococcus aureus*, and *Escherichia coli*, but also for the highly resistant,

spore-forming, anaerobic *Clostridium welchii* and *Clostridium tetani*.

The special water-washable, oil-in-water base of 'Sulfathiadox' Ointment assures better "point-of-contact" utilization of the sulfathiazole and is readily miscible with purulent and serous exudates. 'Sulfathiadox' Self-Sterilizing Sulfathiazole Ointment is supplied in 1-ounce tubes and in 1-pound jars . . . William R. Warner & Co., Inc., New York 11, N. Y.

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**'Sulfathiadox'**

SELF-STERILIZING SULFATHIAZOLE OINTMENT

## *Gradual, sustained improvement in chronic Arthritis*

**R**EPORTING on the satisfactory remission of symptoms with ERTRON\* in the treatment of chronic arthritis, investigators stress the importance of adequacy in dosage and period of treatment.

The *safety* of ERTRON makes this procedure entirely rational. Summarizing their results with ERTRON over a period of six years, Snyder et al† state: "We have never seen any evidence of serious toxicity as a result of the use of this form of treatment."

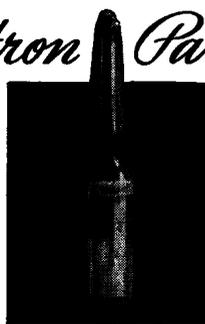
Gradual improvement in the arthritic patient's general condition has been the first response usually observed with ERTRON therapy. As treatment was continued "the swelling of the soft tissues was diminished or disappeared, there was increased range of motion and more normal functional activity with much less or no pain . . . improvement was sustained in the majority of cases . . ."

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†Snyder, R. G., Squires, W. H. and Forster, J. W.: A Six-Year Study of Arthritis Therapy, *Indus. Med.*, 12:291-297 (May) 1943

### *Ertron Parenteral*

For the physician who wishes to supplement the routine oral administration of ERTRON by parenteral injections, ERTRON Parenteral is avail-



able in packages of six 1 cc. ampules. Each ampule contains 500,000 U.S.P. units of electrically activated, vaporized ergosterol (Whittier Process).

# ERTRONIZE *the Arthritic*

**Ertronize Means:** Employ ERTRON in adequate dosage over a sufficiently long period to produce beneficial results. Gradually increase the dosage to that recommended or to the toleration level. Maintain this dosage until maximum improvement occurs.

**ERTRON** alone—and no other product—contains electrically activated, vaporized ergosterol (Whittier Process).

Supplied in bottles of 50, 100 and 500 capsules.

***Ethically Promoted***

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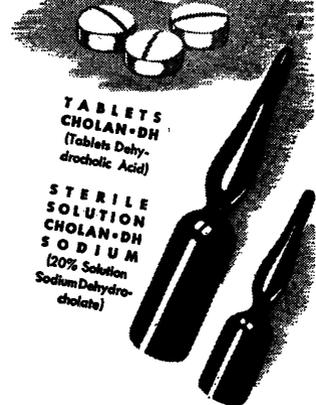


For maximally effective drainage of the biliary tract, more and more physicians rely upon the *hydrocholeretic* stimulus induced by Cholan·DH—a remarkably potent, chemically pure, virtually non-toxic preparation of well defined pharmacodynamic action. Available for oral use in tablets of 3¼ gr. each, or in ampul form as Cholan·DH Sodium.

**THE MALTBIE CHEMICAL COMPANY, NEWARK, N. J.**

## **CHOLAN·DH**

*Not cholagogue . . . not choleric . . . but hydrocholeretic*



**TABLETS  
CHOLAN·DH**  
(Tablets Dehydrocholic Acid)

**STERILE  
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CHOLAN·DH  
SODIUM**  
(20% Solution Sodium Dehydrocholate)

**WHEN BEER IS INDICATED  
IN THE DIET** *you could recommend  
no finer brew . . .*



Trommer's White Label Premium Beer is brewed exclusively of selected hops and one grain only — *the finest barley-malt.\** No other kind of grain is ever used. That is why White Label is two-ways light. Light *as* you drink it and light *after* you drink it. When beer is indicated in the diet you could recommend no finer beer . . . nor for your own enjoyment could you select a finer brew! Just *taste—and compare!*



**TROMMER'S**

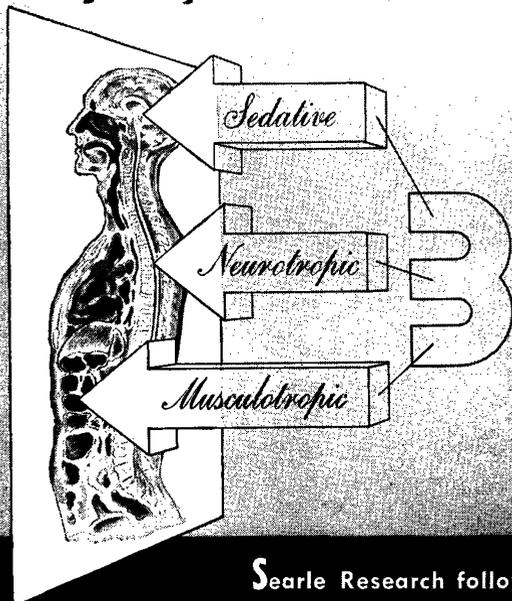
**White Label  
*Premium* BEER**

*\*"Malted barley is rich in an enzyme which digests starch in the production of maltose. The characteristic enzyme of malted barley is commonly called malt diastase."*

From Accepted Foods and Their Nutritional Significance

JOHN F. TROMMER, INC., BREWERIES AT: BROOKLYN, N. Y. AND ORANGE, N. J.

*New Searle Development*  
 provides **3** pronged attack on SPASM



Searle Research follows up its introduction of the safe, non-narcotic, antispasmodic, Pavatrine, with the new *three-fold-action* product

*pavatrine with phenobarbital*

**CLINICAL ADVANTAGES:** *Increased and more prolonged spasmolytic action* provided through addition of mild central nervous sedation (phenobarbital) to the pronounced musculotropic and neurotropic antispasmodic action of Pavatrine.

**INDICATIONS:** Gastrointestinal spasm, dysmenorrhea, urinary bladder spasm.

• Each sugar-coated tablet contains 125 mg. (2 gr.) of Pavatrine (Searle) with 15 mg. (1/4 gr.) of Phenobarbital. Supplied in bottles of 100 and 1000 tablets.

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ETHICAL PHARMACEUTICALS SINCE 1888

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RESEARCH IN THE SERVICE OF MEDICINE

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*... a way to win a welcome wherever you go*

There's friendliness in the simple phrase *Have a "Coke"*. It turns strangers into friends. In both hemispheres, Coca-Cola stands for *the pause that refreshes*,—has become the high-sign of the good-hearted.



It's natural for popular names to acquire friendly abbreviations. That's why you hear Coca-Cola called "Coke".

*The pause  
that  
refreshes*



## *What to look for in prescribing baby food*

When suggesting baby food, many physicians have found it helpful to base their selection on these four points—Texture, Taste, Nutritional Values and Variety.

1. **Texture.** Gerber's foods are always smooth and even in texture. Their uniform texture is suitable for the delicate digestive systems of infants.
2. **Taste.** Attention has been paid to develop an especially good flavor. For infants appreciate good taste more and more as they grow older!
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4. **Variety.** There is a selection of 15 kinds of Gerber's Strained Foods and 8 kinds of Gerber's Chopped Foods. Serving variety helps baby eat better and also develops his sense of taste.

We hope you will mention Gerber's Baby Foods to your patients with babies.

*Gerber Products Co., Fremont, Michigan*

**Now available in glass in the  
New York Metropolitan area.**

# Gerber's

*Baby Foods*

CEREALS

STRAINED FOODS

CHOPPED FOODS



# Heroes of the United States Medical Services

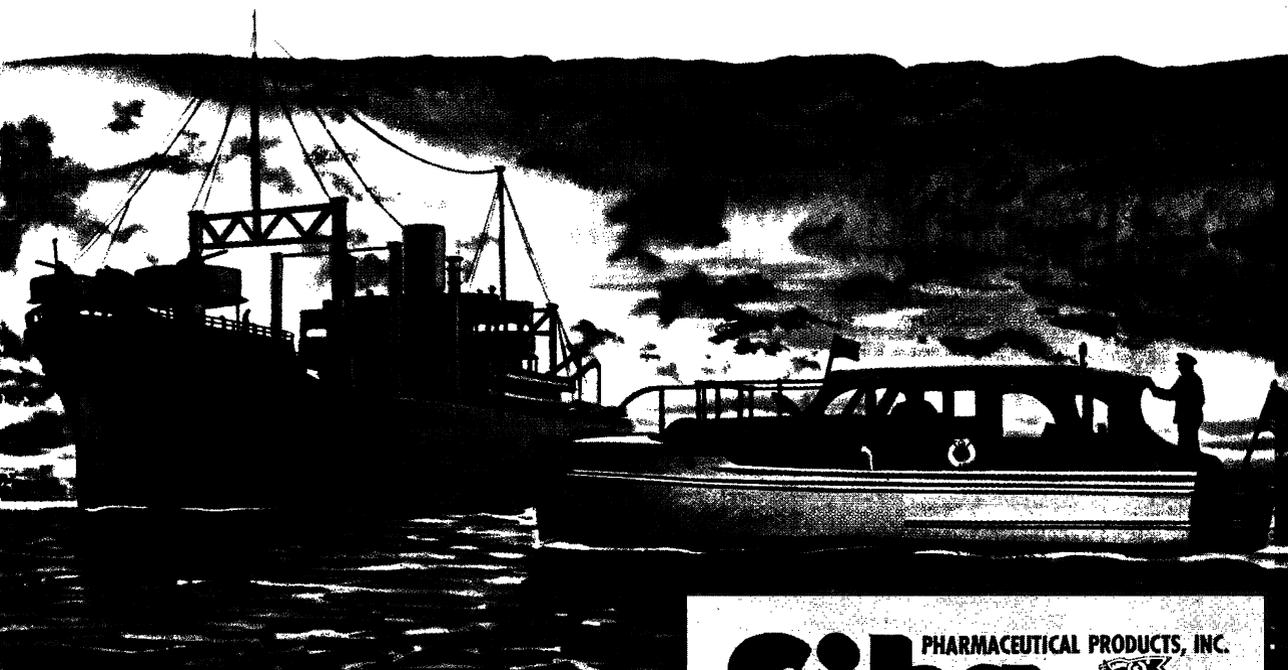
DR. HENRY ROSE CARTER  
(1852-1925) U. S. Public Health Service



AS ASSISTANT SURGEON of the U. S. Marine Hospital Service, Dr. Carter pioneered in the study of two of the most perplexing medical problems...malaria and yellow fever. His outstanding work in Mississippi in the control of these diseases provided the basis for the triumphs of Reed and Gorgas. His studies of communicable disease led to the development and modernization of maritime quarantine. Weeks of time and millions of dollars' worth of valuable goods were saved by his modernization of archaic quarantine restrictions. Dr. Carter laid the groundwork for today's goal of modern quarantine: "maximum safety with minimum delay."

Ciba Pharmaceutical Products, Inc. salutes the men in the Medical Services of the United States as well as those in civilian forces responsible for health "behind the lines."

## Father of Modern Maritime Quarantine



# IN WARTIME ANESTHESIA

**M**ILITARY MEN<sup>1</sup> writing on wartime anesthesia state that a heavy solution of Nupercaine\* (1:200) affords anesthesia of long duration with no circulatory disturbances in their series. Furthermore, they note that Nupercaine Hydrochloride is highly useful for rectal operations and serves admirably for high abdominal anesthesia.

As a spinal anesthetic, Jones solution (Nupercaine 1:1500)—which is receiving enthusiastic acclaim by the British—may be used in the management of thoracic war injuries<sup>2</sup>.

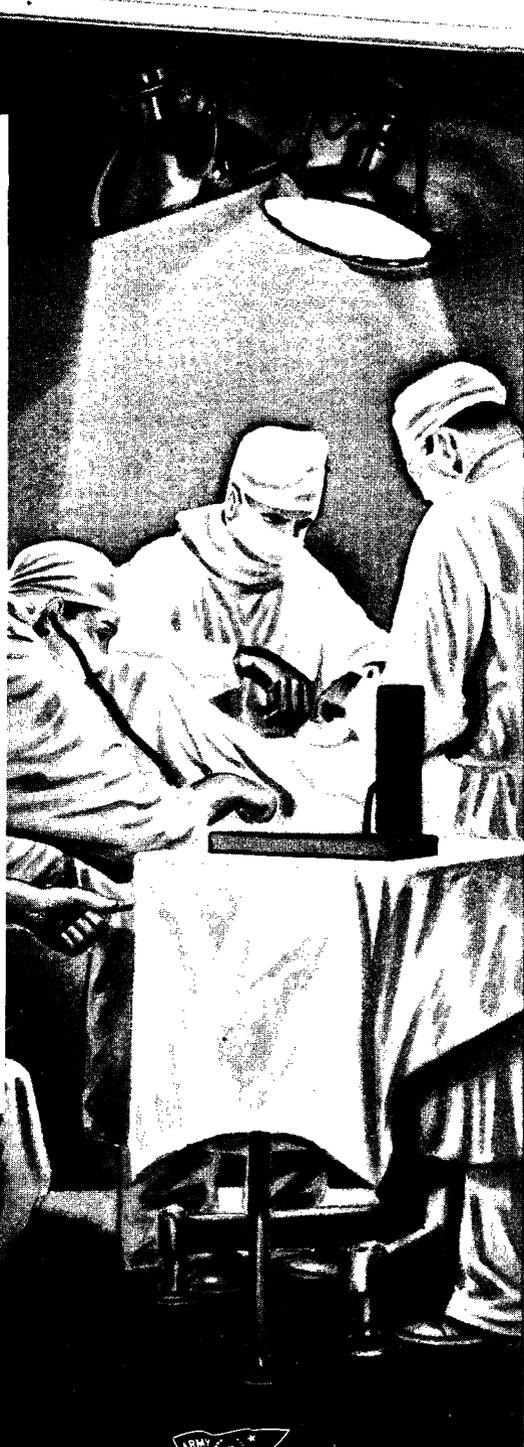
## **NUPERCAINE** *a long-acting anesthetic*

<sup>1</sup>Clement, F. W.; Elder, C. K.: *Anesthesiology*, 4:516, September, 1943.

<sup>2</sup>Forsee, J. H.; Shefts, L. M.; Burbank, B.; Fitzpatrick, L. J.; Burford, T. H.: *J. Lab. & Clin. Med.*, 28:418, January, 1943.



\*Trade Mark Reg. U. S. Pat. Off. Word "Nupercaine" identifies the product as alpha-butyloxycinchonic acid gamma-diethylethylenediamide hydrochloride.



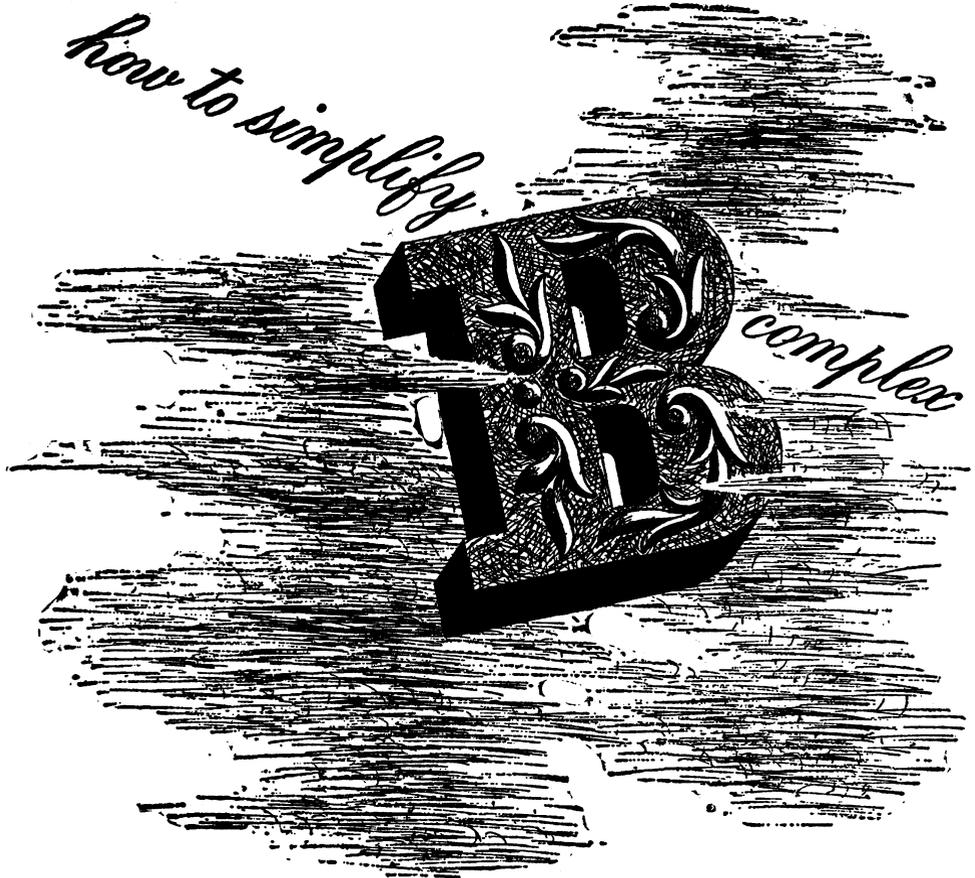
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**SUMMIT, NEW JERSEY**

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**H**abit is half the battle in successful vitamin B medication. To establish treatment firmly in the patient's daily routine, the prescription must be, first of all, pleasant to taste and easy to take.

That's why physicians find *Maltine B* an excellent choice. Completely free of the usual yeasty or musty flavor, it's

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Only two teaspoonfuls of *Maltine B* per day supply protective quantities of B Complex vitamins for adults, and one teaspoonful furnishes children's requirements. Supplied in prescription size of 8 fluid ounces, sufficient for a month or more of prophylactic use.

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